



SUMMARY MINUTES

ECONOMIC DEVELOPMENT ADVISORY BOARD

July 24, 2024 – 5:30 p.m.

Osprey Conference Room

10770 West Oakland Park Boulevard, Sunrise, FL 33351

A. WELCOME AND CALL TO ORDER: 5:37

B. ROLL CALL

Roberta Block
Dionne Smith
Christina Searles-Oraeme
Annie Cohen Coles
Maria Renee Davila

Danielle Cohen Lima - Economic Development Director
Lisa R. Brown - Administrative Assistant I
Reilly Bridgers - Intern

C. OPEN PUBLIC DISCUSSION

D. APPROVAL OF JUNE 5, 2024 SUMMARY MINUTES

Motion by Member Christina Searles-Oraeme to approve the minutes. Seconded by Annie Coles. The motion passed via unanimous consent.

E. BOARD LIAISON REPORT

Liaison Lima explained the end of the Shop Sunrise gift card program. She explained that The City Commissioners decided that the ROI on the program was minimal and that the ARPA funds would need to be reallocated to ensure that they would not be lost. Member Smith asked where the funds would be shifted. Liaison Lima indicated that she was not sure at this point. Members Coles and Block mentioned problems with the program such as a lack awareness in the community, as well as in individual businesses and their employees. Member Block mentioned that the gift card program was confusing, and there was a lack of variety in the businesses participating. Member Cole mentioned that there were problems with signage and marketing. Liaison Lima explained that the City engaged in a marketing campaign which included signage, but many businesses did not fully utilize the marketing tools provided by the City. She explained that there was a general lack of community participation in the program and it failed to gain traction. Member Coles and Block inquired about the benefits to the City of Sunrise from The Panther's Stanley Cup win. Member Block asked if a parade or events were planned specifically for The City of Sunrise. Liaison Lima explained there would be not be a Sunrise/Panthers parade, but the biggest benefit to the City has been a boost to the tax base as well as a surge in press and a recognition of the City of Sunrise as the home to the FL Panthers. The Panther's win generated a lot of interest, business and exposure for Sunrise as well as positioning it as a destination for visitors to FL.

F. OLD BUSINESS

Shop Sunrise: Intern Bridgers informed The Board that September is the submission deadline for all Shop Sunrise receipts and gift card sign up. Member Searles-Oraeme reported on her use of the Freebee Hybrid Vehicle program. She stated that there were significant wait times – upwards of 50 minutes, and penalties for cancellation in the form of loss of stars for passenger ratings – which could affect future use. Member Smith questioned why service is limited to certain areas. Liaison Lima explained in detail that the service is based on demand and connectivity. Certain areas have a higher volume of users and that is why service is limited to those areas. Member Searles-Oraeme also mentioned that the app does not allow tipping. Liaison Lima expressed concerns about wait times and cancellation penalties and indicated that she would look into it. She also informed the board that cash tips for drivers are allowed.

G. NEW BUSINESS

Stunning Sunrise: Each Board member received an award's voting packet containing the quarterly nominees. Liaison Lima explained how the voting criteria works on a scale of 1-5, and the difference between the Transformation Award vs. The Home Award. The Board members reviewed the nominees and voted. Member Coles enquired about the Naturescape category. Liaison Lima informed The Board that the category should not be considered as there is no process for verification of compliance to Naturescaping methods. Liaison Lima also encouraged The Board to spread the word about the program to friends, family, neighbors and coworkers.

Sunrise Business Resource Fair and Mixer: Member Davila asked The Board and Liaison Lima to clarify what kind of event it would be, a formal orientation or a social mixer. Liaison Lima recapped what the Board discussed in the previous meeting about the nature of the event. Member Davila suggested that the event be named "Open House Sunrise." Member Searles-Oraeme stated that she believed that event might be a duplication of the events held by the Small Business Academy. Liaison Lima proceeded to explain in detail what the Academy does, and what the Board can do to differentiate its events from the SBA. She explained that new businesses come to the City for information and she provides them with City, County & State resources as applicable. Members Block and Cole inquired about the mix of businesses that tap the City for resources. How do businesses know where to start? What City departments do they generally go to? Member Davila stated that she believes that a mixer would be a good way to educate people about City resources in an informal way. She suggested a networking event with an informational session for new business. The board agreed that making it a more social, less formal event would encourage local businesses to participate. Liaison Lima mentioned the challenges in getting businesses to participate in programs. She stressed the importance of relationship building with the business community. Liaison Lima requested that the Board members bring their ideas for the event to the September meeting.

H. BOARD MEMBERS DISCUSSION

Member Coles inquired about the completion of the parking structure. Liaison Lima informed the board that there is no firm date that she is aware of, but it is nearing completion

I. ADJOURNMENT: Motion Member Cole, seconded by Members Block and Davila. Meeting adjourned at 6:39. Next board meeting scheduled for Sept 4th.

If a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based F.S.S. 286.0105.

The City does not tolerate discrimination in any of its programs, services or activities; and will not exclude participation in, deny the benefits of, or subject to discrimination anyone on the grounds of real or perceived race, color, national origin, sex, gender identity, sexual orientation, age, disability/handicap, religion, family or income status. In compliance with the ADA and F.S.S. 286.26, any individual with a disability requesting a reasonable accommodation in order to participate in a public meeting should contact the City's ADA Coordinator at least 48 hours in advance of the scheduled meeting. Requests can be directed via e-mail to hr@sunrisefl.gov or via telephone to (954) 838-4522; **Florida Relay: 711; Florida Relay (TIY/VCO): 1-800-955-8771; Florida Relay (Voice): 1-800-955-8770.** Every reasonable effort will be made to allow for meeting participation.

If you plan to distribute written documents at the meeting, you must contact the Board Liaison prior to the meeting to determine the correct number of copies to bring